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2. (Amended) A system as claimed in Claim 1, characterized in that  
the gatekeeper device includes a user control to selectively transmit the user  
identification.

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4. (Twice Amended) A system as claimed in Claim 1, characterized in that  
the gatekeeper device is configured to provide notification of the communication  
from the apparatus.

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5. (Amended) A system as claimed in claim 4, characterized in that  
the communication from the apparatus includes an identification signal of the  
apparatus that distinguishes the apparatus from an other apparatus.

6. (Amended) A system as claimed in claim 1, characterized in that  
the gatekeeper device is further configured to enable selection of one or more  
options that affect selectively transmitting the user identification at subsequent occasions.

7. (Amended) A system as claimed in Claim 1, characterized in that  
the apparatus is further configured to:  
generate an identity tag which identifies a select personalization, and  
communicate the identity tag to the gatekeeper device, the gatekeeper  
device being capable of storing said identity tag for use as the user identification at  
subsequent occasions.

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8. (Twice Amended) A system for providing personalized services, comprising  
an apparatus which is capable of personalizing its behavior in accordance with a  
user profile, and  
a gatekeeper device that is configured to selectively transmit a user identification,  
in response to receipt of a communication from the apparatus,  
wherein  
the apparatus is configured to effect the personalizing of its behavior based on the  
user identification and a user profile, and  
the gatekeeper device is capable of storing the user profile for selective  
communication to the apparatus.

9. (Twice Amended) A system as claimed in Claim 8, characterized in that the apparatus  
is capable of exchanging the user profile with the gatekeeper device or another apparatus.

10. (Twice Amended) A gatekeeper device comprising:

a transceiver that is configured to:  
receive communication from an apparatus that is configured to effect a  
personalization of the operation of the apparatus based on a user identification, and  
selectively transmit the user identification only; and  
one or more user controls that facilitate selectively transmitting the user  
identification.

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Please ADD the following claims.

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13. A system as claimed in Claim 1, characterized in that  
the apparatus is further configured to effect the personalizing of its behavior based  
on user behavior following a prior receipt of the user identification.

14. A method of facilitating personalization of a plurality of apparatuses, comprising receiving a communication from each apparatus of the plurality of apparatuses, and

selectively communicating a user identification to each apparatus, in response to the communication from each apparatus, to selectively effect a personalization of each apparatus of the plurality of apparatuses based on the user identification.

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15. The method of claim 14, wherein

selectively communicating includes receiving a user selection that effects a transmission of the user identification.

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16. The method of claim 15, wherein

the user selection also controls future transmission of the user identification to each apparatus.

17. The method of claim 14, wherein

the personalization of each apparatus is further based on user behavior following a prior communication of the user identification.

18. A system as claimed in Claim 8, characterized in that the gatekeeper device is capable of exchanging the user profile with a plurality of other apparatuses.

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